



## COMPLIANCE COMPONENT TEMPLATE

### DEFINITION

|                    |  |
|--------------------|--|
| <i>Name</i>        | Rule Based Personalization   |
| <i>Description</i> | A visual editing environment for the business administrator to specify business rules to drive personalization.  |
| <i>Rationale</i>   | Utilizing information from previous interactions simplifies subsequent interactions and can reduce potential errors in the transaction process.  |
| <i>Benefits</i>    | <ul style="list-style-type: none"><li>• Reduces data entry errors</li><li>• Makes citizen feel welcome</li><li>• Benefits the customer by reducing the amount of data they must provide again.</li></ul> |

### ASSOCIATED ARCHITECTURE LEVELS

|   |                          |
|---|--------------------------|
| <i>Specify the Domain Name</i>            | Privacy                  |
| <i>Specify the Discipline Name</i>        | Personalization          |
| <i>Specify the Technology Area Name</i>   | Analysis Personalization |
| <i>Specify the Product Component Name</i> |                          |

### COMPLIANCE COMPONENT TYPE

|   |           |
|---|-----------|
| <i>Document the Compliance Component Type</i> | Guideline |
| <i>Component Sub-type</i>                     |           |

### COMPLIANCE DETAIL

|   |   |
|---|---|
| <i>State the Guideline, Standard or Legislation</i> | The agency will specify rules that offer the visitor specific services based on past visits. For example, a rule could be specified to offer a visitor another service based on a service already used or purchased. Rule based techniques may be used with filtering techniques to develop the best results. |
| <i>Document Source Reference #</i>                  |   |

### Compliance Sources

|                            |     |                |             |
|----------------------------|-----|----------------|-------------|
| <i>Name</i>                | IBM | <i>Website</i> | www.ibm.com |
| <i>Contact Information</i> |     |                |             |
| <i>Name</i>                |     | <i>Website</i> |             |
| <i>Contact Information</i> |     |                |             |

### KEYWORDS

|                      |  |
|----------------------|--|
| <i>List Keywords</i> | Information, interaction, visit, analysis, personalization, rule-based |
|----------------------|--|

### COMPONENT CLASSIFICATION

|                                   |   |
|-----------------------------------|---|
| <i>Provide the Classification</i> | <input checked="" type="checkbox"/> <i>Emerging</i> <input type="checkbox"/> <i>Current</i> <input type="checkbox"/> <i>Twilight</i> <input type="checkbox"/> <i>Sunset</i> |
| <i>Sunset Date</i>                |   |

| COMPONENT SUB-CLASSIFICATION                     |      |   |  |
|--|------|---|--|
| Sub-Classification                               | Date | Additional Sub-Classification Information |  |
| <input type="checkbox"/> <i>Technology Watch</i> |      |   |  |
| <input type="checkbox"/> <i>Variance</i>         |      |   |  |
| <input type="checkbox"/> <i>Conditional Use</i>  |      |   |  |

  

| Rationale for Component Classification                     |   |
|--|---|
| <i>Document the Rationale for Component Classification</i> | Few Missouri State agencies are using any type of personalization on their web sites. |

  

| Migration Strategy                     |  |
|--|--|
| <i>Document the Migration Strategy</i> |  |

  

| Impact Position Statement                        |  |
|--|--|
| <i>Document the Position Statement on Impact</i> |  |

  

| CURRENT STATUS                    |  |
|-----------------------------------|--|
| <i>Provide the Current Status</i> | <input type="checkbox"/> <i>In Development</i> <input type="checkbox"/> <i>Under Review</i> <input checked="" type="checkbox"/> <i>Approved</i> <input type="checkbox"/> <i>Rejected</i> |

  

| AUDIT TRAIL                 |          |                                 |         |
|-----------------------------|----------|---------------------------------|---------|
| <i>Creation Date</i>        | 03-07-05 | <i>Date Approved / Rejected</i> | 5/10/05 |
| <i>Reason for Rejection</i> |          |                                 |         |
| <i>Last Date Reviewed</i>   |          | <i>Last Date Updated</i>        |         |
| <i>Reason for Update</i>    |          |                                 |         |